Arizona Department of Education

External Customer Satisfaction Survey Report

Fiscal Year 2012

(June 2012)

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Executive Summary

In May 2012, the ADE External Customer Satisfaction Survey was distributed to Arizona District Superintendents, Business Officers and Charter Representatives. Of the 185 respondents, 53% were Superintendents, 25% were Business Officers, and 22% were Charter Representatives. Distribution of respondents among Regional Center County groupings was: Maricopa 39%; La Paz, Mohave, Yavapai, Yuma 20%; Cochise, Pima, Santa Cruz 17%; Gila, Graham Greenlee, Pinal 15%; Apache, Coconino, Navajo 9%.

The enclosed report is a summary of Survey results. The purpose of the assessment was to measure external customer satisfaction on current ADE services, and to identify issues, problems and opportunities for improvement from our external customers' perspective. This assessment is a critical component in guiding the Department to achieve "Knock Your Socks Off" (KYSO)[1] service in the following value-added components of service:

1. Information is delivered in a timely manner.
2. Communication completely and effectively covers the scope of the topic addressed.
3. ADE staff work in a collaborative manner with LEA staff.
4. ADE staff display a high level of content knowledge.
5. Technical assistance provided by ADE staff helps LEA staff perform their jobs effectively and/or helps in understanding legal requirements.
6. Materials/data provided by ADE staff are characterized by a high level of accuracy.

The areas noted above were rated on a five-point scale: Strongly Agree (5); Agree (4); Somewhat Agree (3); Disagree (2); Strongly Disagree (1). In addition, respondents were asked to provide an overall satisfaction rating, with the following scale: Excellent (5); Good (4); Adequate (3); Needs Improvement (2); Poor (1). A detailed listing of overall satisfaction ratings by program is provided in this report. Since delivering "Knock Your Socks Off Service" (KYSO) is integral to ADE's vision, a "net top box" rating (the percent rating services "Poor"—assigned value of 1, subtracted from the percent rating services "Excellent"—assigned value of 5) is also provided in the same chart.

Summary reports of survey results for each program have been sent to direct customers. For the purpose of this report, ratings and comment summaries on the Office of the Superintendent (including demographics) are provided for the survey completed by Superintendents, Business Officers and Charter Representatives in May 2012 (beginning on page 5).

Survey Process

This was the second year for the ADE (Annual) External Customer Survey process. In addition to feedback on services provided last year, we also received feedback on the process and timing of the survey. In response, both were modified for the 2012 annual survey to minimize the impact on respondent's time, and to provide more specific feedback to each Unit/Program.

To that end, brief, program-specific surveys were developed and distributed in 2012, rather than the large survey that was sent to Superintendents and heads of Charter Schools in 2011. Program-specific surveys (generally taking less than 15 minutes to complete) were sent directly to recipients of the particular service, with the distribution staggered over a period of months.

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[1] Performance Associates, Inc; _Delivering Knock Your Socks Off Service_, (New York: AMACON, 2007)

In the spirit of continuing to be more efficient, less intrusive, and to provide even more valuable feedback, the 2013 survey process will begin in October 2012 and continue through May 2013 (the 2013 schedule for program surveys is provided in this report, on page 12).

To encourage candid feedback, survey results were returned to our strategic planning staff; not staff in the program areas reviewed. No specific school(s) identifiers were revealed to program staff. Some demographic information (e.g. whether responders represented a district or charter school) was requested to help us focus improvement efforts identified through the survey.

The input received has been invaluable in helping us focus our efforts to improve our support for Arizona's schools and students. Quantitative results and sanitized comments were summarized into reports for each program, and reviewed with program management. Initial brainstorming was conducted to address prioritized areas of concern/opportunities for improvement. The next step in this process was for management to share this initial list with program staff, to develop detailed action plans. In addition, each program area developed a summary report to distribute to customers regarding survey results and to share how the program planned to use the feedback to improve services.

Data Collection Process

Between February and May 2012, 41 confidential, online, program-specific surveys were distributed to ADE external customers. A total of 3,506 direct customers responded to the surveys (compared to 144 responders in the 2011 survey, which contained all ADE program areas, and was only distributed to Superintendents and Business Officers). The purpose of these assessments was to measure external customer satisfaction in order to identify issues, problems and opportunities for improvement from our external customers' perspective.

Respondents were asked to provide feedback (closed and open-ended) on aspects of program-specific ADE services, using the previously referenced five-point scales for closed-ended items.
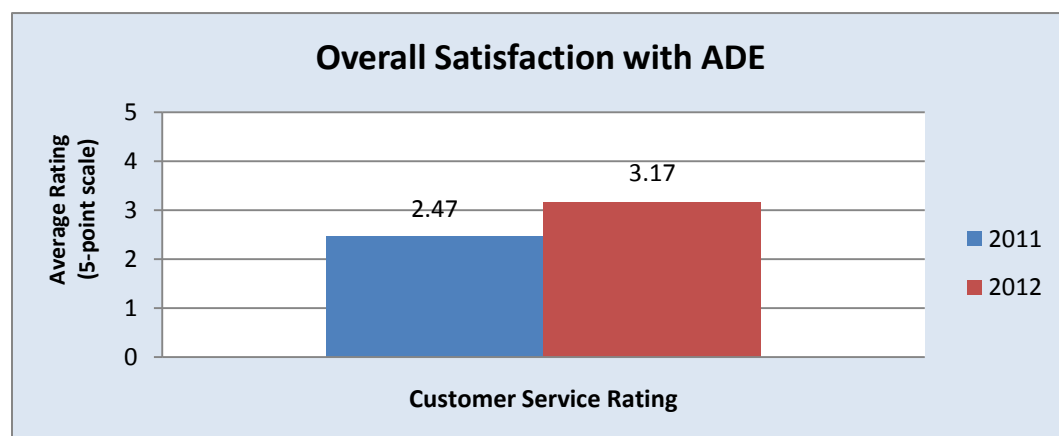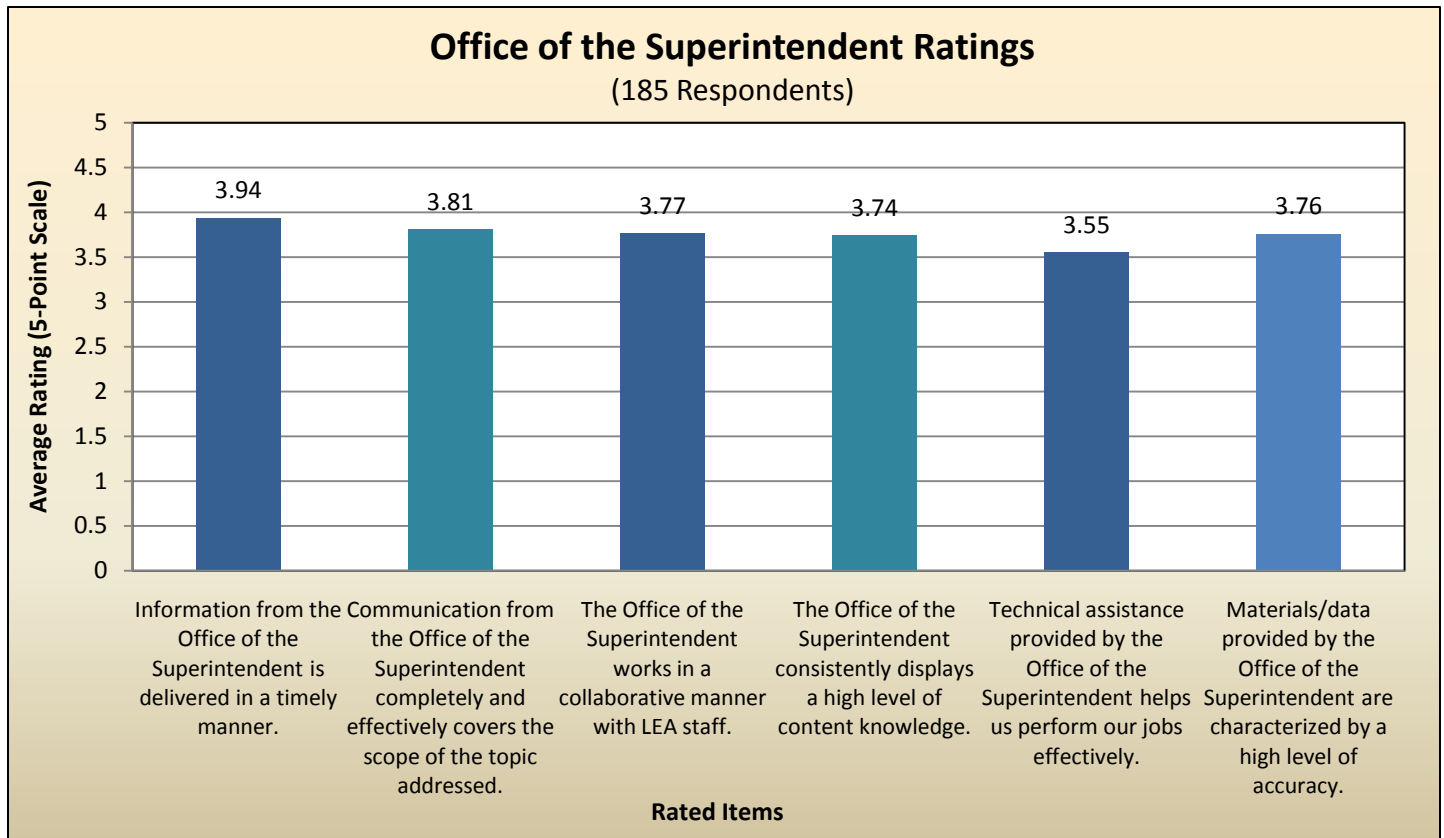
To ensure that meaningful improvements are appropriately targeted, respondents were also asked to provide demographic information on type of institution represented, county grouping, size, and designation. Depending on the Program being surveyed, additional information was requested, such as role, responsibility, etc. These questions were customized by program and were optional response opportunities. About halfway through implementation of this revised process, an overall satisfaction rating for ADE was added. This will be included in all program surveys for 2013.

Data Analysis

Data analysis was accomplished using statistical analysis graphically presented in frequency distributions (histograms) and Pareto analyses. Histogram(s) represent an average opinion score and the distribution of opinions along a numerical scale. Pareto analyses have been used for non-numerical data; for the purpose of this assessment, stated opinions about what is currently working well, and opportunities for improvement (problems, issues and causes). Pareto analysis is a technique for finding the changes that will lead to the greatest benefits. It is a prioritization method that identifies the most significant items among many and is useful where numerous possible courses of action are competing for attention. This tool helps to prioritize where action and/or process changes should be focused.

Superintendents/Business Officers/Charter Representatives Survey

Following are the ratings provided for the **Office of the Superintendent**. Overall satisfaction rating for the Office of the Superintendent was 3.83.
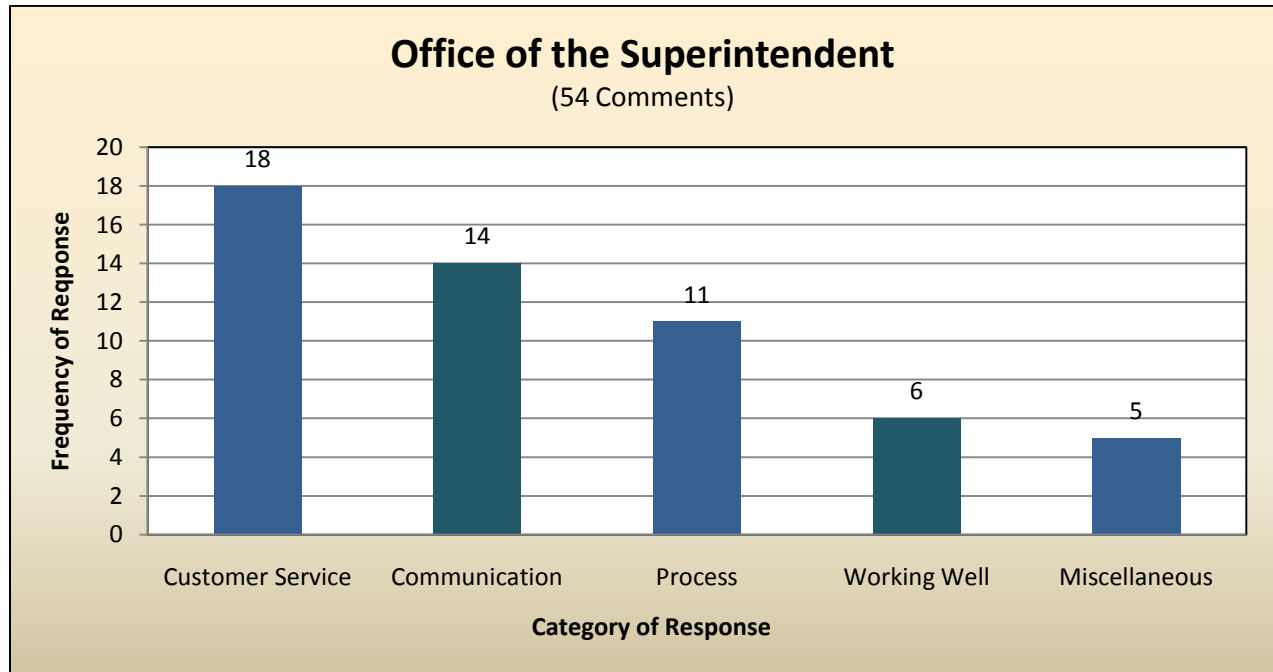
Office of the Superintendent Ratings
(185 Respondents)

Rated Item	Average Rating (5-Point Scale)
Information from the Office of the Superintendent is delivered in a timely manner.	3.94
Communication from the Office of the Superintendent completely and effectively covers the scope of the topic addressed.	3.81
The Office of the Superintendent works in a collaborative manner with LEA staff.	3.77
The Office of the Superintendent consistently displays a high level of content knowledge.	3.74
Technical assistance provided by the Office of the Superintendent helps us perform our jobs effectively.	3.55
Materials/data provided by the Office of the Superintendent are characterized by a high level of accuracy.	3.76

Overall Satisfaction with ADE

Customer Service Rating	2011	2012
Average Rating (5-point scale)	2.47	3.17

ADE "Net Top Box" Ratings: (percent rating services "Poor"—assigned value of 1, subtracted from the percent rating services "Excellent"—assigned value of 5)
2011: -13.7%
2012:   1.1%

"If you could identify one thing that we could do to increase your satisfaction with our service, what would it be?"

The chart below is a summary of comments provided by Superintendents, Business Officers and Charter Representatives, for the Office of the Superintendent.

Office of the Superintendent
(54 Comments)

Category	Frequency
Customer Service	18
Communication	14
Process	11
Working Well	6
Miscellaneous	5

Frequency of Reqponse (y-axis)
Category of Response (x-axis)

Customer Service:
- Staff work in collaborative, respectful, responsive manner with district/charter staff
- Provide guidance and support (i.e. with standards, interpreting/using data, new evaluation system)
- Superintendent (and immediate staff) become better informed on all topic areas and the reality of what the field experiences

Communication:
- Provide timely and accurate updates
- Provide clear, consistent messaging
- Increase frequency, consistency and quality of information/updates
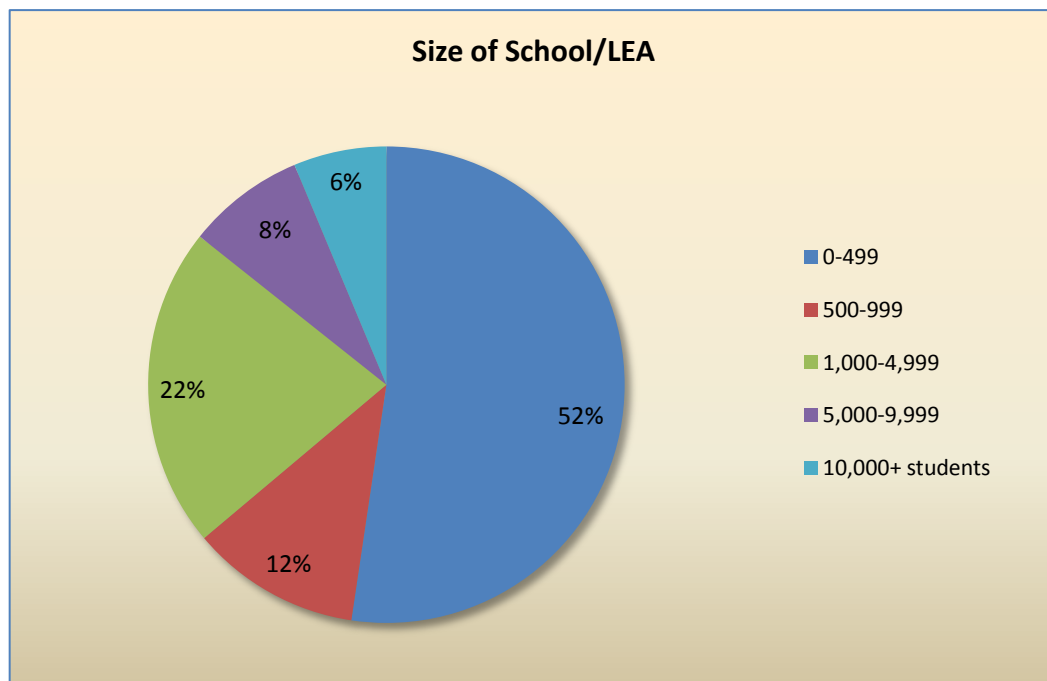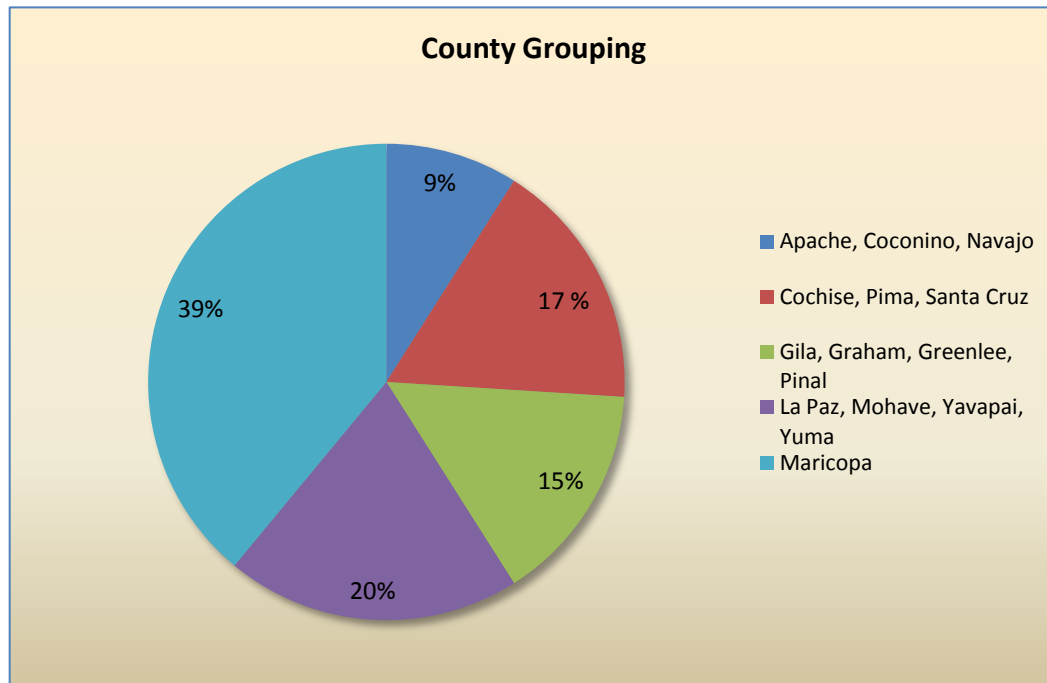
Process:
- Work to streamline cumbersome regulatory and reporting processes
- Advocate more, mandate less; allow for more local control
- Problem-solve in a timely manner to resolve issues that impact funding and students
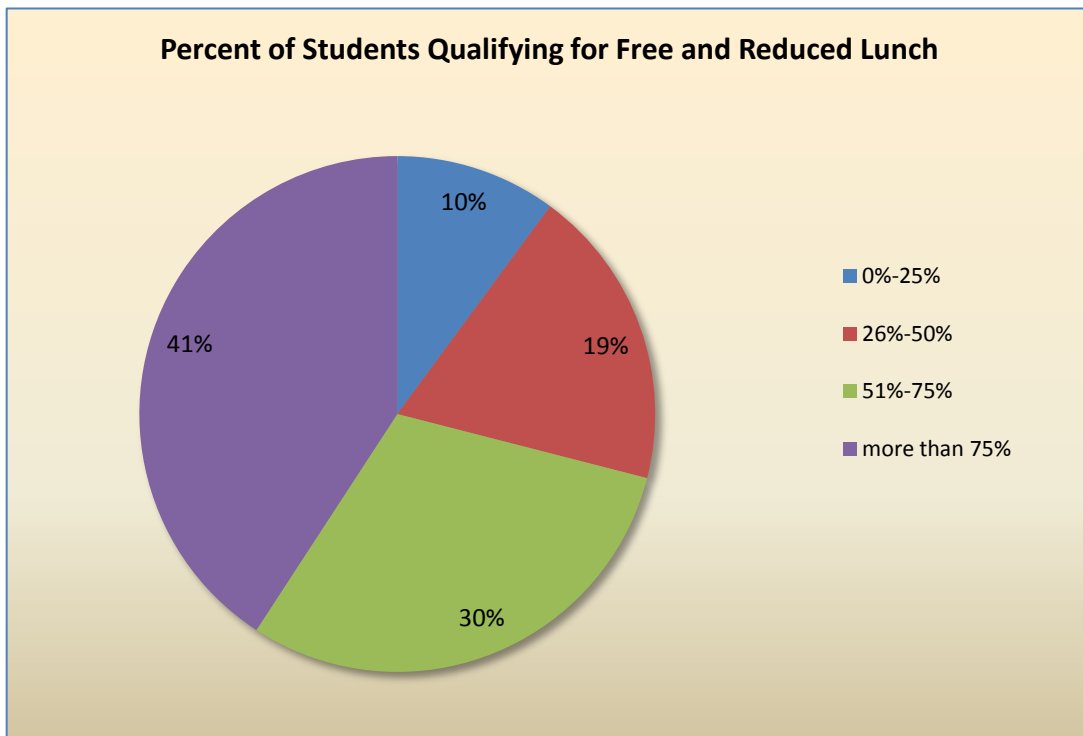
Working Well:
- Appreciate efforts to improve (technology improvements helping)
- Appreciate timely responses from the Office of the Superintendent

Demographics

For the purpose of this Report, the demographics shared in this section represent the data provided by Superintendents, Business Officers and Charter Representatives (percents are rounded):

County Grouping

- Apache, Coconino, Navajo
- Cochise, Pima, Santa Cruz
- Gila, Graham, Greenlee, Pinal
- La Paz, Mohave, Yavapai, Yuma
- Maricopa

Size of School/LEA

- 0-499
- 500-999
- 1,000-4,999
- 5,000-9,999
- 10,000+ students

School/LEA Designation

- Elementary
- High School
- Unified
- Other

Elementary 51%
High School 23%
Unified 32%
Other 5%

Percent of Students Qualifying for Free and Reduced Lunch

- 0%-25%
- 26%-50%
- 51%-75%
- more than 75%

0%-25% 10%
26%-50% 19%
51%-75% 30%
more than 75% 41%

Percent of Students Qualifying for ESS

- 0 - 10%
- 11% - 15%
- 16% - 20%
- 21% or more

Percent of Students Qualifying for ELL

- 0 - 10%
- 11% - 25%
- 26% - 50%
- 51% or more

Respondent's Role

- ■ Superintendent
- ■ District Business Officer
- ■ Charter Representative

ADE-Wide (All Programs) Results Overview

Respondents were asked to rate each ADE service in terms of timeliness, effectiveness of communication, collaboration, content knowledge, technical assistance and monitoring (if applicable), accuracy and overall satisfaction. Highest and lowest scoring program areas are listed below, response rates are in parentheses.

Highest-rated (overall rating) **programs with 39% or higher response rate: (Rated on a five-point scale: Excellent (5); Good (4); Satisfactory (3); Needs Improvement (2); Poor (1))**

1. AZ LEADS: 4.88 (45%)
2. AZ CSP: 4.81 (39%)
3. School Safety & Prevention: 4.69 (57%)
4. AIMS: 4.68 (48%)
5. 21st Century Community Learning Centers (CCLC): 4.43 (39%)

Lowest-rated (overall rating) **programs with 28% or higher response rate: (Rated on a five-point scale: Excellent (5); Good (4); Satisfactory (3); Needs Improvement (2); Poor (1))**

1. K-12 Mathematics: 3.45 (28%)
2. New Learning: 3.76 (41%
3. Title I: 3.87 (37%)
4. CTE: 3.95 (39%)
5. H&N-CACFP: 3.99 (29%)

ADE Overall Performance Rating: (Rated on a five-point scale: Excellent (5); Good (4); Satisfactory (3); Needs Improvement (2); Poor (1)). Programs/Units are listed by Division.

Division/Program	Overall Satisfaction Average	"Net Top Box" Rating	Distribution Number	Response Number	Response Rate
High Academic Standards for Students (HASS)					
Early Childhood Education (ECE)	4.28	40.3%	467	129	28%
Office of English Language Acquisition (OELAS)	4.07	32.2%	722	118	16%
K-12 Arts Education	4.44	56.3%	64	16	25%
Education Technology	3.91	24.6%	918	125	14%
K-12 English Language Arts	3.64	14.5%	1386	249	18%
K-12 Mathematics	3.45	8.7%	628	177	28%
K-12 Science	3.09	0%	1905	48	3%
K-12 Social Studies	2.88	-9.5%	1905	46	2%
Accountability and Assessment (A & A)					
AIMS	4.68	75%	611	292	48%
AIMS-A	4.49	59%	902	100	11%
AZELLA	4.19	38.4%	680	164	24%
Adult Education	4.21	50%	25	14	56%
Highly Effective Schools (HES)					
Refugee Education	5.00	100%	15	5	33%
School Safety & Prevention	4.69	76.9%	46	26	57%
Migrant Education	4.67	70.4%	92	27	29%
Homeless Education	4.63	65.8%	468	124	26%
21st Century Community Learning Centers (CCLC)	4.43	53.5%	300	117	39%
Exceptional Student Services (ESS)	4.17	40%	877	181	21%
Career & Technical Education (CTE)	3.95	25%	147	57	39%
School Improvement	3.88	22%	207	41	20%
Title I	3.87	30.3%	385	143	37%
Indian Education	3.36	27.3%	75	11	15%
Highly Effective Teachers & Leaders (HETL)					
AZ LEADS (Leadership Development)	4.88	88.1%	94	42	45%
AZ CSP (Charter Schools)	4.81	81%	54	21	39%
Certification	4.28	48%	568	112	20%
Professional Development/Capacity Building	4.16	38.8%	63	52	83%
Educator Preparation	4.00	38.5%	55	14	25%
Title IIA (Effective Teachers & Leaders)	3.89	19.5%	497	86	17%
New Learning	3.76	23.8%	54	22	41%

Division/Program	Overall Satisfaction Average	"Net Top Box" Rating	Distribution Number	Response Number	Response Rate
Research & Evaluation (R & E)	3.52	9.4%	5078	178	3.5%
Health & Nutrition (H & N)					
Child & Adult Care Food Programs (CACFP)	3.99	38.5%	335	97	29%
School Health Programs	3.86	24.8%	3259	458	14%
School Nutrition Programs	4.21	40%	504	75	15%
Food Distribution	4.27	45.9%	504	74	15%
Operations	4.25	35.9%	504	64	13%
Audit	3.99	21%	909	185	20%
Grants Management	3.85	24%	909	185	20%
Office of the Superintendent	3.83	18%	909	185	20%
School Finance	3.70	14%	909	185	20%
Office of Communications & Innovation (OCI)	3.68	6%	909	185	20%
Information Technology (IT)	3.56	8%	909	185	20%
ADE	3.17	1.1%	909	185	20%

2012—2013 (Annual) External Customer Survey Schedule

The table below outlines the anticipated schedule for 2012—2013 External Customer Survey distribution.

October 2012	November 2012	January 2013	February 2013	March 2013	April 2013	May 2013	June 2013
Homeless Education	AZCSP	Educator Excellence (Title IIA)	Refugee Education	AZ LEADS	Health & Nutrition (H&N)— CACFP	AIMS	IT**
Migrant Education	School Safety	School Improvement	New Learning		H&N— School Health	AIMS-A	Office of Communications & Innovation (OCI)**
Indian Education	ESS (late November)		Certification	PD Capacity Building		AZELLA	Audit**
Research & Evaluation	CTE		K-12 Standards*	Educator Preparation		Adult Education	Grants Management*
			*Includes: ELA; Arts; Science; Education Technology; Social Studies; Mathematics	Title I (early March)		H&N— Operations	Office of the Superintendent**
			Early Childhood	21st CCLC		H&N—School Nutrition	School Finance**
			Office of English Language Acquisition Services (OELAS)			H&N—Food Distribution	**All programs in this category will be included in one survey to be sent in June to: Superintendents, Business Officers Charter Representatives